Statement of Mandate 2015–2016

Communications Nova Scotia

NOVA SCOTIA

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2015-2016

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Message from the Minister

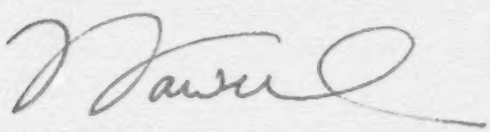
As government's full service communications agency, Communications Nova Scotia's (CNS) mission is to help Nova Scotians understand what their government is doing and why.

CNS, having had a full year guided by its new legislation, policy, and guidelines, has become more efficient and coordinated in how government communicates with Nova Scotians.

Government programs and services are only successful if they are accessible to the people they are designed to serve. We need to be continually looking at how Nova Scotians get their information. In this vein, CNS is doing more evaluation than ever of the effectiveness of government's targeted marketing and communications, and continues to look for ways to use taxpayers' money as efficiently as possible.

I know CNS will deliver on its plan as outlined in this Statement of Mandate for 2015-2016.

Hon. Michel P. Samson
Minister, Communications Nova Scotia



Tracey Taweel
Associate Deputy Minister, Communications Nova Scotia

Mandate/Mission/Vision

Communications Nova Scotia's Mandate

Communications Nova Scotia manages and delivers communication services ensuring issues are thoroughly reviewed, communication goals are met, and the policies and actions of government are clearly communicated to Nova Scotians.

Mission

To help Nova Scotians understand what their government is doing and why.

Vision

Communications Nova Scotia is respected as an effective and innovative communications organization with talented and fulfilled staff.

Strategic Outcomes/Government Priorities/Performance Measures

Communications Nova Scotia is a key player in the development and distribution of vital information about the priorities, programs and services of government. The services CNS offers help to ensure Nova Scotians are aware of government initiatives and opportunities available to them.

The following strategic outcomes will guide the agency's work in 2015-2016.

Strategic Outcome 1
Nova Scotians are aware of government priorities, programs and services and how to access them.

Strategic Outcome 2
Government departments and offices are compliant with and aware of policies and guidelines under the legislated authority of CNS.

Strategic Outcome 3
Effective delivery of communications, internet strategy and marketing expertise to government.

Performance Measures

Strategic Outcome 1
Nova Scotians are aware of government priorities, programs and services and how to access them.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Awareness scores and research results on identified government priorities and programs	2014	Results collected throughout the fiscal year will show increased awareness of government programs and services and how to access them, compared to baseline set in fiscal 2014-2015.	n/a	Use most appropriate research methodology to gauge awareness of key government priorities with target audiences, including but not limited to omnibus, surveys, focus groups, etc.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Appropriate web analytics measures on identified government priority sites	Spring 2014	Increased quality web traffic to identified key government priority sites	Google Analytics from 2013-2014	Google Analytics on priority sites Determine informed, quality measures on identified priority sites Establish reporting mechanisms

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Engagement by and satisfaction of Nova Scotians with government social media platforms	2014 Social Media survey results • 89% of respondents expect gov't to be responsive on social media • 31% believe government is meeting that expectation • 25% believe government to be unresponsive	Increased level of engagement reported by users of government social media platforms	n/a (baseline set in February 2014)	Implement quantitative and qualitative research study with current users and non-users of government social media Use insights to inform update and implementation of social media strategy (year 2).

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Results in meeting objectives of significant marketing communications campaigns	2015-2016	Established marketing communications objectives are met	n/a	Establish measurable objectives for significant marketing communications campaigns Conduct pre-testing and post campaign evaluation Table annual advertising report

Outcome 2
Government departments and offices are compliant with and aware of policies and guidelines under the legislated authority of CNS.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Consistent implementation of corporate brand across departments and platforms	2014-2015	Compliance with corporate brand	n/a	Conduct a brand audit to ensure government departments are compliant with corporate visual identify Continue to support departments to implement corporate visual identity, look and feel

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Percentage of departmental advertising booked through CNS	2014-2015	100% advertising booked through CNS	n/a	Implementation of advertising policy Table advertising annual report in the House of Assembly

Strategic Outcome 3
Effective delivery of communications and marketing expertise to government.

Performance Measure	Base Year Data	Targets	Trends	Strategic Actions
Client Satisfaction Survey	None (new measure) Note: Client Satisfaction survey last conducted in 2010 but significant process and service standard changes have been implemented and continue to be considered	Results of satisfaction measures on effective delivery of communications and marketing expertise (2016/2017)	n/a	Continue to identify and implement process changes as identified in organizational review and research Develop client satisfaction survey; implement in 2016/2017 to set baseline measures

Budget Context Chart

Communications Nova Scotia			
	2014-2015 Estimate	**2014-2015 Actuals**	**2015-2016 Estimate**
Program & Service Area	($thousands)	($thousands)	($thousands)
Gross Departmental Expenses:			
Office of the Associate Deputy Minister	1907	1254	1216
Client Services	503	564	626
Communications Planning	574	1250	1074
Communication Services	1346	1165	1241
Marketing	3162	2244	2661
Total Gross Departmental Expenses	7492	6477	6818
Additional Information:			
Ordinary Recoveries	215	465	454
Provincial Funded Staff (FTEs)	97.8	104.0	90.5

Note:
Estimates/Actuals: All estimates/actuals should be rounded to the nearest thousand.
FTE's for Departments: Rounding should follow what appears in 1.1 of the Estimates book.
FTE's for PSO's: In accordance with what appears in the Nova Scotia Estimates Supplementary Detail, all FTE information should be rounded to the nearest tenth.